

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-24 (Cancelled)

25. (Currently amended) A method for collecting data to forecast sales in a supply chain, comprising:

a) in an independent franchise supply chain comprising at least independent suppliers, independent stores, and an independent supply chain manager with an independent supply chain manager computer connected together by a network, storing in an electronic database accessible via the network at least one term from a plurality of masters contracts for the independent franchise supply chain, each different one of the at least contract terms assigning directly or indirectly a different set of independent stores of the independent franchise supply chain to a different respective independent supplier of the independent franchise supply chain to supply at least one item to the independent stores assigned directly or indirectly thereto;

b) the independent supply chain manager computer for the franchise supply chain electronically registering each of a plurality of the independent suppliers and the independent stores in the electronic database and assigning to each a unique identifier;

c) electronically receiving independent store sales data on the network from a plurality of the independent stores of a supply chain utilizing a the network, the independent store sales data relating to an amount of goods a product sold by the independent stores, wherein the sales are made over the counter and the product is or will be a promotion product;

d) collecting information relating to a plurality of variables including at least historical performance of promotion products and ~~cannibalization~~ a negative sales relationship of at least one non-promotion product relative to the promotion product both to be sold by a given store that is not a part of a promotion but is offered for sale at a same time during a as the promotion;

e) processing in a-the independent supply chain manager computer the independent stores sales data based on the information relating to at least the negative sales relationship variableto the variables;

f) the independent supply chain manager computer generating a forecast of sales for the non-promotion product during the promotion for each of a plurality of the independent stores in the independent franchise supply chain based on the processing; and

g) the independent supply chain manager computer electronically grouping the forecast of sales for the non-promotion product; and

h) providing electronic access to a-supplier to the grouped forecast of sales.

26. (Currently amended) A system for collecting data to forecast sales in a supply chain, comprising:

an electronic storage; and

~~a set of~~ one or more processors that use the electronic storage and include among them the following logic elements

a) in an independent franchise supply chain comprising at least independent suppliers, independent stores, and an independent supply chain manager with an independent supply chain manager computer connected together by a network, a component for storing in an electronic database in the electronic storage accessible via the network at least one term from a plurality of masters contracts for the independent franchise supply chain, each different one of the at least contract terms assigning directly or indirectly a different set of independent stores of the independent franchise supply chain to a different respective independent supplier of the independent franchise supply chain to supply at least one item to the independent stores assigned directly or indirectly thereto;

b) a component in the independent supply chain manager computer for the franchise supply chain electronically registering each of a plurality of the independent suppliers and the independent stores in the electronic database and assigning to each a unique identifier;

c) a component for electronically receiving independent store sales data on the network from a plurality of the independent stores of a supply chain utilizing a the network, the independent store sales data relating to an amount of goods a product sold by the independent stores, wherein the sales are made over the counter and the product is or will be a promotion product;

d) a component for collecting information relating to a plurality of variables including at least historical performance of promotion products and cannibalization a negative sales relationship of at least one non-promotion product relative to the promotion product both to be sold by a given store that is not a part of a promotion but is offered for sale at a same time during a as the promotion;

e) a component for processing in a the independent supply chain manager computer the independent stores sales data based on the information relating to at least the negative sales relationship variable to the variables;

f) a component in the independent supply chain manager computer for generating a forecast of sales for the non-promotion product during the promotion for each of a plurality of the independent stores in the independent franchise supply chain based on the processing; and

g) a component in the independent supply chain manager computer electronically grouping the forecast of sales for the non-promotion product; and

h) a component for providing electronic access to a supplier to the forecast of sales.

27. (Currently amended) A computer program for collecting data to forecast sales in a supply chain, comprising:

a set of one or more computer usable media having computer readable program code embodied among them to be executed by a computer, the computer readable program code comprising

a) in an independent franchise supply chain comprising at least independent suppliers, independent stores, and an independent supply chain manager with an independent supply

chain manager computer connected together by a network, computer code for storing in an electronic database accessible via the network at least one term from a plurality of masters contracts for the independent franchise supply chain, each different one of the at least contract terms assigning directly or indirectly a different set of independent stores of the independent franchise supply chain to a different respective independent supplier of the independent franchise supply chain to supply at least one item to the independent stores assigned directly or indirectly thereto;

b) computer code for the independent supply chain manager computer for the franchise supply chain electronically registering each of a plurality of the independent suppliers and the independent stores in the electronic database and assigning to each a unique identifier;

c) computer code for electronically receiving independent store sales data on the network from a plurality of the independent stores of a supply chain utilizing a the network, the independent store sales data relating to an amount of goods a product sold by the independent stores, wherein the sales are made over the counter and the product is or will be a promotion product;

d) computer code for collecting information relating to a plurality of variables including at least historical performance of promotion products and cannibalization a negative sales relationship of at least one non-promotion product relative to the promotion product both to be sold by a given store that is not a part of a promotion but is offered for sale at a same time during a as the promotion;

e) computer code for processing in a the independent supply chain manager computer the independent stores sales data based on the information relating to at least the negative sales relationship variable to the variables;

f) computer code for the independent supply chain manager computer generating a forecast of sales for the non-promotion product during the promotion for each of a plurality of the independent stores in the independent franchise supply chain based on the processing; and

g) computer code for the independent supply chain manager computer electronically grouping the forecast of sales for the non-promotion product; and

h) computer code for providing electronic access to a supplier to the forecast of sales.

28. (New) The method of claim 25, wherein the independent supply chain manager computer electronically grouping the forecast of sales step groups the forecast of sales for the non-promotion product based on the set of independent stores assigned by one of the at least one contract terms to a particular one of the independent suppliers; and

wherein the providing electronic access to the forecast of sales step provides access to the particular one of the independent suppliers.

29. (New) The system of claim 26, wherein the component in the independent supply chain manager computer electronically grouping the forecast of sales groups the forecast of sales for the non-promotion product based on the set of independent stores assigned by one of the at least one contract terms to a particular one of the independent suppliers; and

wherein the component for providing electronic access to the forecast of sales provides access to the particular one of the independent suppliers.

30. (New) The computer program of claim 27, wherein the computer code for the independent supply chain manager computer electronically grouping the forecast of sales groups the forecast of sales for the non-promotion product based on the set of independent stores assigned by one of the at least one contract terms to a particular one of the independent suppliers; and

wherein the computer code for providing electronic access to the forecast of sales provides access to the particular one of the independent suppliers.

31. (New) The method of claim 25, further comprising charging a fee to the supplier based on number of products sold.

32. (New) The system of claim 26, further comprising a component for charging a fee to the supplier based on number of products sold.

33. (New) The computer program of claim 27, further comprising program code for charging a fee to the supplier based on number of products sold.

34. (New) The method of claim 25, further comprising  
generating based at least in part on the data relating to the amount of products sold by the stores a calendar of events at least in part for the promotion; and  
allowing to a plurality of members of the supply chain access to the calendar of events.

35. (New) The system of claim 26, further comprising  
a component for generating based at least in part on the data relating to the amount of products sold by the stores a calendar of events at least in part for the promotion; and  
a component for allowing to a plurality of members of the supply chain access to the calendar of events.

36. (New) The computer program of claim 27, further comprising  
computer code for generating based at least in part on the data relating to the amount of products sold by the stores a calendar of events at least in part for the promotion; and  
computer code for allowing to a plurality of members of the supply chain access to the calendar of events.

37. (New) The method as defined in claim 25, further comprising collecting information of competitor product promotion activity; and wherein the processing step comprises also processing the independent stores sales data using the information on competitor activity.

38. (New) The system as defined in claim 26, further comprising the collecting component collecting information of competitor product promotion activity; and wherein the processing component also processes the independent stores sales data using the information on competitor activity.

39. (New) The program product as defined in claim 27, further comprising computer code for collecting information of competitor product promotion activity; and computer code for also processing the independent stores sales data using the information on competitor activity.